

Order / Rev: 106114
 Alt Order #: 06848583
 Flight Dates: 09/03/12 - 09/16/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2643

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------------------|------|-------------------|-------------------|---|-------------------|-----------------------------|-----------------|---------------|---------------|-----------------------|-----|------------|-------------|-------|------------|
| 1 | KSNV | 09/03/12 | 09/04/12 | M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners | CM | 6-7a | MT----- | :30 | 2 | \$700.00 | 1 | 0.00 | NM | 2 | \$1,400.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | MT----- | 2 | | \$700.00 | | 0.00 | | | | | | |
| 2 | KSNV | 09/07/12 | 09/07/12 | M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners | CM | 6-7a | ----F-- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | 1 | | \$450.00 | | 0.00 | | | | | | |
| N 3 | KSNV | 09/10/12 | 09/14/12 | M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners | CM | 6-7a | M-WTF-- | :30 | 4 | \$450.00 | 2 | 0.00 | NM | 3 | \$1,350.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | M-WTF-- | 4 | | \$450.00 | | 0.00 | | | | | | |
| <u>Spot</u> | | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 4 | | KSNV | 09/10/12-09/16/12 | M-F 6-7a WakeUp w/Wagner | | 6-7a | M-WThF---- | :30 | | (\$450.00) | | 0.00 | NM | | |
| Credited [credit - mg on est 2797] | | | | | | | | | | | | | | | |
| 4 | KSNV | 09/06/12 | 09/07/12 | Today Show Today Show | CM | 658a-9am | ---TF-- | :30 | 2 | \$550.00 | 2 | 0.00 | NM | 2 | \$1,100.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ---TF-- | 2 | | \$550.00 | | 0.00 | | | | | | |
| 5 | KSNV | 09/10/12 | 09/14/12 | Today Show Today Show | CM | 658a-9am | M-WTF-- | :30 | 4 | \$550.00 | 2 | 0.00 | NM | 4 | \$2,200.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | M-WTF-- | 4 | | \$550.00 | | 0.00 | | | | | | |
| 6 | KSNV | 09/03/12 | 09/05/12 | M-F Early News M-F Early News | CM | 5-630p (5:00 PM-5:30 PM) | M----- | :30 | 1 | \$1,000.00 | 1 | 0.00 | NM | 1 | \$1,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | M----- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| 7 | KSNV | 09/06/12 | 09/07/12 | M-F Early News M-F Early News | CM | 5-630p | ---TF-- | :30 | 2 | \$725.00 | 2 | 0.00 | NM | 2 | \$1,450.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ---TF-- | 2 | | \$725.00 | | 0.00 | | | | | | |
| 8 | KSNV | 09/10/12 | 09/14/12 | M-F Early News M-F Early News | CM | 5-630p | M-WTF-- | :30 | 4 | \$725.00 | 2 | 0.00 | NM | 4 | \$2,900.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | M-WTF-- | 4 | | \$725.00 | | 0.00 | | | | | | |
| 9 | KSNV | 09/07/12 | 09/07/12 | M-F Wheel M-F Wheel of Fortune | CM | 7-730pm | ----F-- | :30 | 1 | \$725.00 | 2 | 0.00 | NM | 1 | \$725.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | 1 | | \$725.00 | | 0.00 | | | | | | |
| 10 | KSNV | 09/10/12 | 09/14/12 | M-F Wheel M-F Wheel of Fortune | CM | 7-730pm | M-W-F-- | :30 | 3 | \$725.00 | 2 | 0.00 | NM | 3 | \$2,175.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | M-W-F-- | 3 | | \$725.00 | | 0.00 | | | | | | |
| 11 | KSNV | 09/03/12 | 09/05/12 | FacetoFace/Ralston Rep Face to Face w/ J.Ralston | CM | 730-758pm | M-W---- | :30 | 2 | \$800.00 | 2 | 0.00 | NM | 1 | \$800.00 |
| FACE TO FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | M----- | 1 | | \$800.00 | | 0.00 | | | | | | |
| 12 | KSNV | 09/06/12 | 09/07/12 | FacetoFace/Ralston Rep Face to Face w/ J.Ralston | CM | 730-758pm | ---TF-- | :30 | 2 | \$400.00 | 2 | 0.00 | NM | 2 | \$800.00 |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------|-----------|-------------------|-----------------|---------------------------|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|-------|-------------|
| FACE TO FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | 2 | | | | \$400.00 | | 0.00 | | | |
| 13 | KSNV | 09/10/12 | 09/14/12 | FacetoFace/Ralston Rep | CM | 730-758pm | M-WTF-- | :30 | 4 | \$400.00 | 2 | 0.00 | NM | 4 | \$1,600.00 |
| | | | | Face to Face w/ J.Ralston | | | | | | | | | | | |
| FACE TO FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M-WTF-- | | 4 | | | | \$400.00 | | 0.00 | | | |
| 14 | KSNV | 09/07/12 | 09/07/12 | M-F News 3 at Eleven | CM | 11pm-1135pm | ----F-- | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| | | | | M-F News 3 at Eleven | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | 1 | | | | \$750.00 | | 0.00 | | | |
| 15 | KSNV | 09/10/12 | 09/14/12 | M-F News 3 at Eleven | CM | 11pm-1135pm | M-WTF-- | :30 | 4 | \$750.00 | 2 | 0.00 | NM | 4 | \$3,000.00 |
| | | | | M-F News 3 at Eleven | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M-WTF-- | | 4 | | | | \$750.00 | | 0.00 | | | |
| 16 | KSNV | 09/08/12 | 09/15/12 | Saturday Today | CM | 7a-9am | -----S- | :30 | 1 | \$225.00 | 3 | 0.00 | NM | 2 | \$450.00 |
| | | | | Saturday Today | | | | | | | | | | | |
| SAT TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S- | | 1 | | | | \$225.00 | | 0.00 | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S- | | 1 | | | | \$225.00 | | 0.00 | | | |
| N17 | KSNV | 09/09/12 | 09/16/12 | Sunday Today | CM | 7a-8am | -----S | :30 | 1 | \$200.00 | 3 | 0.00 | NM | 1 | \$200.00 |
| | | | | Sunday Today | | | | | | | | | | | |
| SUN TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S | | 1 | | | | \$200.00 | | 0.00 | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S | | 1 | | | | \$200.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | KSNV | 09/10/12-09/16/12 | | Sunday Today | | 7a-8am | -----Su | :30 | | (\$200.00) | | 0.00 | NM | | |
| | | | | Credited | | | | | | | | | | | |
| | | | | [credit - mg on est 2797] | | | | | | | | | | | |
| 18 | KSNV | 09/08/12 | 09/15/12 | Sa-Su Early News | CM | 5pm-630pm | -----S- | :30 | 1 | \$225.00 | 3 | 0.00 | NM | 2 | \$450.00 |
| | | | | Sa-Su Early News | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S- | | 1 | | | | \$225.00 | | 0.00 | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S- | | 1 | | | | \$225.00 | | 0.00 | | | |
| 19 | KSNV | 09/08/12 | 09/16/12 | Sa-Su News 3 at Eleven | CM | 11pm-1135pm | -----SS | :30 | 2 | \$750.00 | 2 | 0.00 | NM | 4 | \$3,000.00 |
| | | | | Sa-Su News 3 at Eleven | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----SS | | 2 | | | | \$750.00 | | 0.00 | | | |
| Week: | | 09/10/12 | 09/16/12 | -----SS | | 2 | | | | \$750.00 | | 0.00 | | | |
| 20 | KSNV | 09/05/12 | 09/05/12 | News 3 Live in Prime | CM | 7-10pm | --W---- | :30 | 1 | \$1,000.00 | 1 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | News 3 in Prime | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | --W---- | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| 21 | KSNV | 09/05/12 | 09/05/12 | RALSTON in PRIME | CM | 8-11pm | --W---- | :30 | 1 | \$800.00 | 2 | 0.00 | NM | 1 | \$800.00 |
| | | | | Face to Face in PRIME | | | | | | | | | | | |
| FACE TO FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | --W---- | | 1 | | | | \$800.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 46 | \$27,600.00 |